

AMENDMENT UNDER 37 C.F.R. § 1.111

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Confirmation No.: 4272

Bhavesh Mehta, et al. Group Art Unit No.: 3622

Serial No.: 10/648,599 Examiner: Jeffrey D. Carlson

Filed on: August 25, 2003

For: SELECTING AMONG ADVERTISEMENTS COMPETING FOR A SLOT
ASSOCIATED WITH ELECTRONIC CONTENT DELIVERED OVER A NETWORK

Via EFS-Web
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE

Sir:

This is in response to the Office Action mailed May 12, 2008 (Part of Paper No./Mail Date 20080429), the shortened statutory period for which runs until August 12, 2008. Please revise the subject application as indicated below.

Amendments to the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.